

PROFILE

Twenty years creative work experience: web design / product development, art direction, graphic design & costume design. I have a perfectionist's eye for detail coupled with the antithetical trait of being an efficient designer. I am skilled at managing a team and motivating others to do their best work. In addition, I have an entrepreneurial spirit that drives me to look beyond the day-to-day aspects of work, to see connections, subtleties and meaning in relationships and all that I do.

PROFESSIONAL EXPERIENCE

1992-present

Artgirls.com

Los Angeles & Toronto

Operate a design studio with 3 areas of expertise:

Website design – from conception to completion. Projects include creating the first ever website for Fox T.V. (the vampire show *Kindred: The Embraced*). Design process begins by asking, then answering the question: "What is the purpose of the site?" Development includes imagining the site's information architecture, navigation, naming scheme, creating a look & feel, multimedia elements ; then interface with and manage programmer(s).

Graphic design: brand identities, promotional and advertising material, software interfaces for clients including IBM, Seimens + many others.

Costume design work of note includes assisting renowned costume designer Dunya Ramicova on theatre and film productions including the Metropolitan Opera premiere of Philip Glass' opera *The Voyage*.

1999-2001

WeddingChannel.com

Los Angeles

Creative Director

- ◆ As a member of the executive team I had a lead role in conceptualizing the product and developing the website
- ◆ Art-directed all brand-related material and was lead designer for the website, corporate identity, advertising and print projects
- ◆ Hired, trained, and provided direction for a team of six designers
- ◆ Art-directed and styled brand-defining photo shoots
- ◆ Worked closely with programmers to create the site's functionality
- ◆ Managed multiple concurrent projects, met deadlines and always stayed under budget

1997-1999

Smartpages.com

Pasadena

Senior Designer

Responsible for design and production of visual content for website, as well as print projects. Highlight: assisting Pacific Bell rebrand their online offering. During this process we came up with the product concept: combining what at the time we called "AOL-style content" with yellowpages' functionality. Concurrently we changed the website name from "At Hand" to "Smartpages" and created a new identity (the site is now yellowpages.com).

- 1996-1997 **Earthlink.net** Pasadena
New Media Producer
 Helped define Earthlink's content strategy. Achievements included: creating daily content and editorial products, including online magazine, shopping guides, and newsletters. Acted as reporter for live online events such as the Emmy Awards. Back in these wild-west days of the web, my duties included conducting interviews, photography, writing, design and html.
- 1982-1987 **Famous Music / Paramount Pictures** Los Angeles
Creative Director
 Identified and contracted songwriters/bands and promoted their copyrights to royalty-producing projects (film, records, etc.) leading to revenues of more than 500K per year.

COMMUNITY ACTIVITIES

- 2004 **National Outdoor Leadership School** Lander, WY
 Completed a multi-week wilderness course in the Wind River mountain range in Wyoming. Focus on leadership, team-building, group dynamics, as well as wilderness skills, including "Leave No Trace" wilderness ethics.
- 2003-6 **The Concerned Kids** Toronto
 Presented a program on substance abuse to schoolchildren Grades 4-6. Public speaking, performance, social-work.

EDUCATION

Graphic Design & Pre-Press Technology Post-Graduate Certificate

Humber College, Toronto, Canada

Master in Fine Arts

University of California, Los Angeles. Awarded the Steve and Eydie Gormez award for excellence in design.

Bachelor of Arts

Vassar College, Poughkeepsie, New York. General and departmental honors.

SOFTWARE

Advanced knowledge of QuarkXPress, Photoshop, Illustrator, Acrobat, Word, Excel, Filemaker Pro + more.

INTERESTS

- ◆ Creative collaboration
- ◆ All things design; typography in particular (*I am obsessed with type*)
- ◆ Psychology / interpersonal relationships / management
- ◆ Physical challenge: cycling, hiking (preferably up hill)
- ◆ Learning new things